

## Case Study: Heritage Tamales

### Expanding Catering Sales Through Strategic Storytelling and Targeted B2B Marketing

#### The Challenge

Heritage Tamales, a beloved New York restaurant known for authentic tamales, aimed to expand its catering revenue without additional overhead or upfront marketing investments. Their goals included:

- Increasing bulk catering orders from corporate and institutional clients.
- Enhancing brand visibility beyond traditional retail customers.
- Building lasting B2B connections through cultural storytelling and community engagement.

#### The Eyestorm Solution

Eyestorm designed a pilot catering program to position Heritage Tamales as a premier provider of culturally rich catering experiences, set to launch in 2026:

- **Seamless Operational Model:** Eyestorm manages catering inquiries, client communication, and streamlined payments direct to Heritage Tamales.
- **Zero-Risk Commission Structure:** No upfront costs for Heritage Tamales; Eyestorm earns 30% commission only from successful orders.
- **Strategic B2B Marketing:** Tailored storytelling and targeted campaigns reaching corporate clients, institutions, and event planners.

#### Implementation Plan

- **Phase 1: Foundation & Setup**
  - Establish easy-to-use ordering/payment system with Square.
  - Create appealing catering bundles ("Corporate Lunch Special," "Event Party Pack").



- **Phase 2: Storytelling & Promotion**

- Produce content showcasing culinary heritage.
- Targeted outreach via LinkedIn, Instagram, email, and direct calls.

- **Phase 3: Client Management & Growth**

- Provide ongoing client communication and order support.
- Monitor and refine campaigns for sustained engagement.

## **Expected Outcomes**

- Increased catering sales from corporate and institutional clients.
- Enhanced brand recognition as a trusted NYC catering provider.
- Operationally streamlined growth with no added financial risk.
- Scalable model replicable for other culinary brands.

## **What Sets This Apart**

By combining culturally resonant storytelling, targeted marketing, and efficient operations, Eyestorm creates innovative, client-focused programs that drive measurable growth and celebrate culinary heritage.

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## **Interested in a Similar Program for Your Brand?**

Eyestorm develops strategies that help culinary brands grow through impactful storytelling, targeted outreach, and community engagement.

## **[Explore Our Services](#)**

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